# **Business Insights and Recommendations Report**

## **1. Sales Overview**

**Key Findings:**

* **Total Revenue:** $77,936,645.87
* **Total Orders:** 120,227
* **Average Order Value (AOV):** $648.25
* **Best Sales Month:** April 2022 with Revenue of $28,635,832.20
* **Worst Sales Month:** March 2022 with Revenue of $101,922.85

**Recommendations:**

* Leverage peak sales periods (April) for marketing campaigns and promotions.
* Investigate low sales in March to identify possible causes (seasonality, competition, pricing, etc.).
* Optimize inventory for high-sales months to prevent stockouts.

## **2. Product Analysis**

**Key Findings:**

* **Best-Selling Category:** T-shirt (42,428 units sold)
* **Least-Selling Category:** Watch (1 unit sold)
* **Top Revenue-Generating Category:** T-shirt ($39,120,580.00)

**Recommendations:**

* Focus on increasing the variety and availability of T-shirts as they generate the highest revenue.
* Investigate the poor performance of Watches (pricing, demand, visibility).
* Run targeted promotions on slow-moving products to clear inventory.

## **3. Fulfillment Analysis**

**Key Findings:**

* **Fulfillment Distribution:**
  + **Amazon Fulfilled Orders:** 83,904
  + **Merchant Fulfilled Orders:** 36,323
* **Revenue by Fulfillment Method:**
  + **Amazon:** $54,391,606.00
  + **Merchant:** $23,545,039.87
* **Cancellation Rate:**
  + **Amazon:** 12.86%
  + **Merchant:** 17.55%

**Recommendations:**

* Amazon Fulfillment generates more revenue and has a lower cancellation rate; encouraging more sellers to use Amazon fulfillment.
* Identify reasons for high cancellation rates among Merchant-fulfilled orders (delays, stock issues, order errors) and take corrective actions.
* Consider incentives for sellers who maintain low cancellation rates.

## **4. Customer Segmentation**

**Key Findings:**

* **Frequent Buyers vs. One-Time Buyers:**
  + **One-time Buyers:** 119,433
  + **Frequent Buyers (B2B Customers):** 794
* **High-Value Customers:**
  + **B2C Customers:** $77,379,243.14
  + **B2B Customers:** $557,402.73
* **Customer Segmentation:**
  + **High-Value Customers:** B2C Customers
  + **Low-Value Customers:** B2B Customers

**Recommendations:**

* Improve retention strategies to convert one-time buyers into repeat customers.
* Offer loyalty programs, discounts, or exclusive deals to high-value customers.
* Develop targeted marketing campaigns for B2B customers to increase their spending and order frequency.

## **5. Geographical Sales Analysis**

**Key Findings:**

* **Top-Performing State:** Maharashtra ($13,146,393.52)
* **Lowest-Performing State:** Punjab ($399.00)
* **Top-Performing Country:** India ($77,936,645.87)

**Recommendations:**

* Focus on strengthening sales in Punjab through targeted promotions, discounts, and localized marketing strategies.
* Identify and expand sales in underperforming regions by analyzing reasons for low sales (lack of demand, logistical challenges, competitor presence, etc.).
* Consider expanding internationally if business scalability allows.

## **Final Summary & Strategic Actions**

**Key Takeaways:**

* Sales are highest in April; March has significantly lower revenue.
* T-shirts dominate product sales; watches perform poorly.
* Amazon fulfillment is more efficient, while Merchant fulfillment has higher cancellation rates.
* Majority of customers are one-time buyers; retention strategies are needed.
* Maharashtra leads in sales, while Punjab has very low revenue.

**Strategic Action Plan:**

1. **Enhance seasonal sales strategies** by aligning promotions and stock availability with peak periods.
2. **Optimize product assortment** by focusing on high-selling items and improving visibility of underperforming products.
3. **Encourage sellers to use Amazon fulfillment** and reduce cancellations through better logistics.
4. **Implement customer retention strategies** such as loyalty programs and personalized offers.
5. **Expand geographically** by strengthening weak regions and exploring new markets.